



SPECIAL OPERATIONS FORCES INDUSTRY CONFERENCE

Ms. Shelvin Watts

Program Support Specialist

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TECHNOLOGY AND
INDUSTRY LIAISON OFFICE

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WHAT IS THE TILO

- The primary contact for industry, academia and OGAs to facilitate communications, connections, and collaboration of SOF capabilities, ideas, and solutions applicable HQ USSOCOM interest areas
- Lead proponents for technical discussions, demonstrations, presentations and other events to conduct market research
- Maintains data repository of contractor provided information
- Provide guidance and assistance on how to conduct business with HQ USSOCOM

HOW TO PROVIDE USSOCOM MY IDEAS

<http://www.socom.mil/sordac/Pages/SubmitYourIdea.aspx>

- KNOW YOUR CUSTOMER! Understand the difference between “SOF Unique” and “Service Common”
- Review the Capability Areas of Interest
- Complete the online submission form
- Attach a white paper/executive summary
- Feedback provided from SMEs in about 30 days

WHAT MAKES UP A GOOD WHITE PAPER

- **No official format**
- **A clear, concise synopsis**
- **State what your value proposition is**
- **SWaP-C; technical specifications**
- **Quantify your solution**
- **Pictures and/or diagrams**
- **Innovative look at the problem set**
- **Government contracts you currently have that RELATE to this effort and POC**
- **Any testing that is planned or completed (if applicable)**
- **Include your dissemination control statement on the cover page**

WHAT NOT TO INCLUDE ...

- **“Tell us what you need and we’ll make it!”**
- **Generic company overview**
- **Your company org chart and personnel biographies**
- **History of the problem**
- **Testimonials**
- **Patent Information**
- **A list of every government contract you’ve ever received**
- **Multiple papers on the same topic in different areas of interest**
- **The USSOCOM emblem**

WHAT'S THE NEXT STEP

- It really depends...
- Meeting or demonstration
- Referral to existing contracting vehicle
- BAA, RFI, RFP
- Participation in Technical Experimentation (TE)
- Cooperative Research & Development Agreement (CRADA)
- Referral to another agency
- No interest AT THIS TIME
- Information is archived for two years

PROCESS BENEFITS

- **SOCOM communicates approved technology/capability areas of interest on website**
- **SOCOM receives targeted information focused on specific areas of interest**
- **Industry capabilities are reviewed by subject matter experts within the command**
- **All contractors go through same process**
- **Briefing material and all contact information retained by TILO for future use/collaboration available to all SOCOM personnel**
- **SME make the determination, not TILO!**

FOOD FOR THOUGHT...

FY 13 – 729 WPs, 273 Briefings, 1870 Attendees

FY 14 - 710 WPs, 175 Briefings, 1175 Attendees

FY 15 – 357 WPs, 67 Briefings, 475 Attendees (as of 27 Apr)

Areas of interest being updated

Seeking innovative solutions across the board

WHO DO I CONTACT

- **All submittals MUST go through the webpage**
- **Contact the applicable COCOM, TSOC, etc.**
- **If you have questions or issues:**
 - **Ms Shelvin Watts**
 - **813.826.9482**
 - **tilo@socom.mil**